



SAN FRANCISCO
RECREATION
& PARKS

donor recognition *guidelines*

*The San Francisco Recreation
and Park Department's
Mission is to provide enriching
recreational activities, maintain
beautiful parks and preserve the
environment for the well-being
of our diverse community.*



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he Recreation and Park Department is excited to partner with donors to improve and update our parks and recreation centers. It is imperative that donors are respectfully recognized for their dedication to providing clean, safe and fun park experiences to the public. In addition to acknowledgment, providing donor recognition opportunities help to stimulate community involvement and connect all types of contributors to the park or recreation center. The Recreation and Park Department is dependent on all of our donors and park partners to help provide outstanding park services to the citizens of San Francisco.

The Recreation and Park Commission Gift Policy (Resolution No. 0103-042) provides guidelines for items that may be donated and placed in or on parks and recreation centers. Over the years, these items, such as plaques and benches, have been used to recognize donors who have supported efforts to improve or renovate a park or recreation center. Donors can be community groups, families, individuals, corporations, or foundations. In conjunction with the donor's design team, RPD works with the donor to create a conceptual donor recognition plan and to seek approval of the plan from the Commission. Once Commission approved, the donor can then continue with the fundraising campaign.

The purpose of this document is to provide examples of successful donor recognition programs, which have incorporated Commission approved items, in the Recreation and Park Department (RPD).

For specific information on naming policy, please refer to The Recreation and Park Commission Gift Policy [Resolution No. 0103-042] and The Recreation and Park Commission Policy on Naming and/or Changing the Designation of Facilities [Resolution No. 12470].

We welcome donors to use this document as a guide when developing donor recognition programs and to visit the highlighted sites.

recognition opportunities

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n attractive and commonly used way to recognize the support of contributors is by permanently engraving names into a single brick or pavers, which are usually incorporated into walls or walkways. Bricks and pavers are a natural element of most park or recreation centers, so they work well in outdoor and indoor locations. Bricks and Pavers can also be used to offer different levels of recognition for different size of donations, maximizing participation across the economic spectrum. In addition, pavers are ideal for displaying multiple names, such as family members.

example 1

Presidio Heights Playground, 2009

Located mid-block on Clay Street between Laurel and Walnut, the Presidio Heights Playground was not compliant with current building codes, playground safety guidelines, or the Americans With Disabilities Act (ADA). This playground was not included on the Recreation and Park Department 10- Year Capital Plan, nor was it a part of the 2008 Park Bond program. In response to the much needed improvements, neighbors formed the Friends of Presidio Heights Playground (FPHP) to raise funds to update and improve the playground. As part of its fundraising campaign, FPHP included large and small brick pavers and a bronze plaque to recognize donors.

Contribution Level & Recognition

- < \$1,499:** Recognition on San Francisco Parks Trust (the group's fiscal sponsor) and FPHP website
- \$1,500+:** One standard size named brick
- \$2,500 +:** Two standard size named bricks
- \$5,000 +:** One larger size brick, also known as a paver
- \$10,000 +:** Donor recognition on bronze plaque and one larger size named brick
- \$30,000 +:** Naming of a park bench with individual bronze plaque (only six benches available) and donor recognition on plaque and one larger size named brick



**Presidio Heights
Playground**

A regular size brick and large paver with engraved names.

example 2

Coit Tower, 1995

Considered one of the City’s most iconic buildings, Coit Tower was not compliant with ADA and the pathways and stairs leading to the Tower were in need of improvements. In response to the much needed improvements, neighbors formed the Friends of Pioneer Park group to raise funds to update and improve the areas outside of the Tower. As part of its fundraising campaign, Friends of Pioneer Park, offered donor recognition on the stairs and on one large dedication plaque.

Contribution Level & Recognition

\$500: Recognition on riser of stair

Coit Tower

Engraved names on stair risers.



donor recognition wall

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onsidered one of the City's most iconic buildings, Coit Tower was not compliant with ADA and the pathways and stairs leading to the Tower were in need of improvements. In response to the much needed improvements, neighbors formed the Friends of Pioneer Park group to raise funds to update and improve the areas outside of the Tower. As part of its fundraising campaign, Friends of Pioneer Park, offered donor recognition on the stairs and on one large dedication plaque.

A distinctive way to recognize a large group of donors is by displaying names on a large donor wall or plaque, such as the Coit Tower plaque in the pictures above. A donor wall can be an added artistic element to a park or recreation center and often aids in educating and engaging park users about the importance of philanthropy.

We recommend recognizing donor contributions of site elements such as swing, slides, or larger equipment on donor recognition walls rather than bolting individual plaques to the specific element.

example 1

Coit Tower, 1995

Considered one of the City's most iconic buildings, Coit Tower was not compliant with ADA and the pathways and stairs leading to the Tower were in need of improvements. In response to the much needed improvements, neighbors formed the Friends of Pioneer Park group to raise funds to update and improve the areas outside of the Tower. As part of its fundraising campaign, Friends of Pioneer Park, offered donor recognition on the stairs and on one large dedication plaque.

Contribution Level & Recognition

\$10,000+: Recognition on dedication plaque



The **Coit Tower** Donor Dedication Plaque, from the 1995 Pioneer Park Project, explains the history of the tower, the project, and recognizes the project's top donors.

Volunteers greatly helped to complete the Pioneer Park Project and are recognized by name engravings underneath the edge of the plaque.



example 2

Noe Valley Recreation Center, 2005

In 2005 a group of neighbors and interested citizens formed the group Friends of Noe Valley Rec Center [FoNVRC] to facilitate community involvement and enable communication between Rec and Park and the community. The FoNVRC donor recognition program includes commemorative tiles and plaques which are displayed on a donor recognition wall. Pictures of the wall are below.

Contribution Level & Recognition

- \$250-\$499:** 4x8 tile
- \$500-\$999:** 8x8 tile
- \$1,000 +:** Either multiple tiles or joint plaque



Noe Valley Rec Center
The donor wall at the entrance of the rec center brightens up the children's play area.



All types of donors, from foundations, to corporations, to individuals, are recognized on tiles.

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hoosing to create a mosaic and/or selecting colorful tiles, is a creative way to display donor names and provides an added art element to the facility.

example 1

Alta Plaza Park, 2006

Bounded by Steiner, Scott, Clay, and Jackson Streets, Alta Plaza Park had outdated and unsafe play structures, the restroom needed renovation, and parts of the park were not compliant with ADA. In 2006, community members formed Friends of Alta Plaza Park to raise funds to renovate the park, including the playground, tennis courts, dog area, and landscape. The Friends of Alta Plaza Park commissioned Aileen Barr, renowned tile artist who has worked on many public projects in San Francisco, to create a unique combination of handmade tiles and mosaic to create 2 seating walls for the newly renovated playground. A series of donor tiles are integrated into the design, which display the names of community members who contributed to the fund for the renovation. The adjacent restrooms were also renovated and the artist created handmade tile signs for the exterior walls and accent tiles for the interiors.

Contribution Level & Recognition

- \$1,000 +:** Participation in playground and tile projects
- \$10,000 +:** Recognition on bronze plaque (this will be installed after the completion of park renovation)



A seating wall detail with donor name, **Alta Plaza Park.**



Seating wall at **Alta Plaza Park Playground.**

example 2

22nd and Arkansas Playground, 2007

The Potrero Hill Playground, located between the middle class single-family homes of Potrero Hill and two of the largest public housing projects in San Francisco, was completely outdated and overgrown. Partnering with the Recreation and Park Department, the Trust for Public Land worked with the community to design park to foster inclusiveness and togetherness. The new playground includes play areas for tots and school age children, swings, a natural reading area, picnic tables, and barbecues. The donor recognition tiles and additional art were created by students from Downtown High School and Potrero Hill Neighborhood House.

Contribution Level & Recognition

\$10,000 +: Recognized on tile

The donor tiles decorate a seating wall and are highly visible to playground users.



All types of donors are recognized in the tiles.

recognition levels

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he Recreation and Park Department development team is available to help the Community or Friend's Group spearheading the donor recognition project with all aspects of the fundraising campaign. Recognition levels are determined on a case-by-case basis, but in general, the following factors drive the fundraising program.

1. Total Project Cost

In collaboration with the Friend's Group, Rec&Park Capital Division, and private architects, total project cost needs to be determined.

2. Silent Campaign and Pledges

The Friend's Group generates interest in project from community members, foundations, corporate partners, and local businesses. Schedule one on one meetings with prospects and solicit for lead contributions and initial pledges.

3. Neighborhood Capacity

The Friend's Group determines neighborhood interest and potential capacity. Questions to consider:

- What neighborhood groups are already formed and might be interested in this project?
- Is it possible to post flyers about the project in local businesses and community areas?
- Where and when can community meetings take place?
- What are other recent or current neighborhood projects and what were the recognition levels?
- What level contributions are community members considering?

4. Site Size

The size of the site area for the donor recognition program is an important factor. For example, Pioneer Park determined the cost of name recognition on stair risers based on the number of stairs available. Questions to consider:

- Where is a highly visible and appropriate area for the donor recognition?
- How many bricks, pavers, or tiles will fit in this area?
- Where is a visible and appropriate place for a donor wall or plaque?
- How many initial pledges have been made?
- What is the estimate of the total number of donors?

5. Site Elements

There may be unique site elements, such as picnic benches, playground equipment, drinking fountains, etc, that may be offered as special recognition opportunities. Rec & Park recommends recognizing unique contributions on a paver, tile, or donor plaque. Consult Rec & Park's development team for donor recognition requiring special consideration.

conclusion

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he Recreation and Park Department is deeply grateful for the support of our philanthropic partners, both those who are and are not highlighted in this document. Over the next few years, we aim to capture and incorporate additional donor recognition programs to this guidelines manual.

Despite significant cuts to the Recreation and Park Department operating budget, we have remained focused on our mission of providing clean, safe and fun park experiences and recreational programming to the public. As we look towards our future, we are excited to continue strengthening our philanthropic relationships. The funding raised through these partnerships will directly support our operations team who maintains over 200 parks, 4,300 acres of green space, and 80 recreation centers and clubhouses.

Thank you for your interest in supporting your park or recreation center and we look forward to working with you!

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San Francisco

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